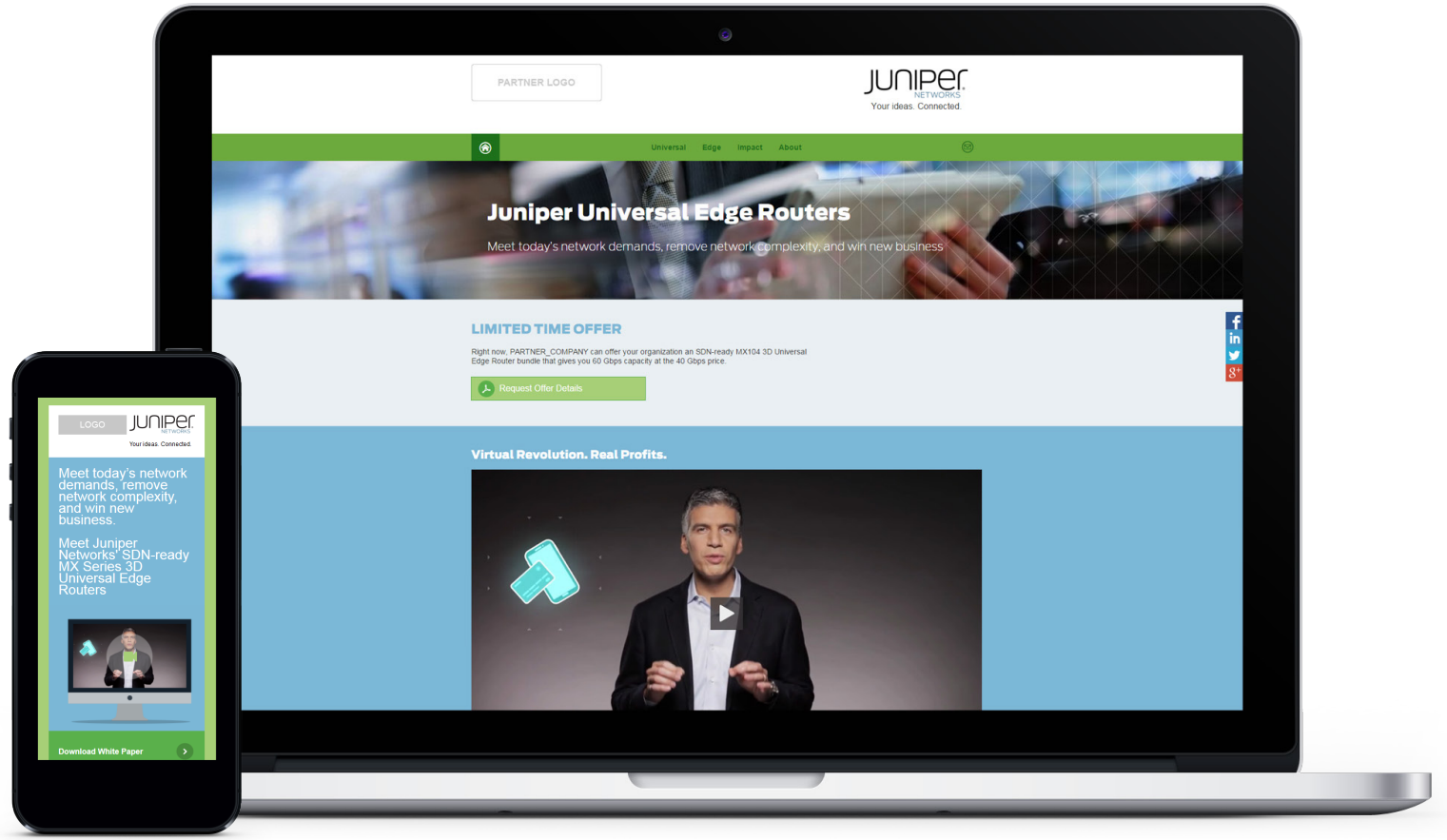
BUILDING A JUNIPER MARKETING CONCIERGE CAMPAIGN ON A THIRD PARTY PLATFORM

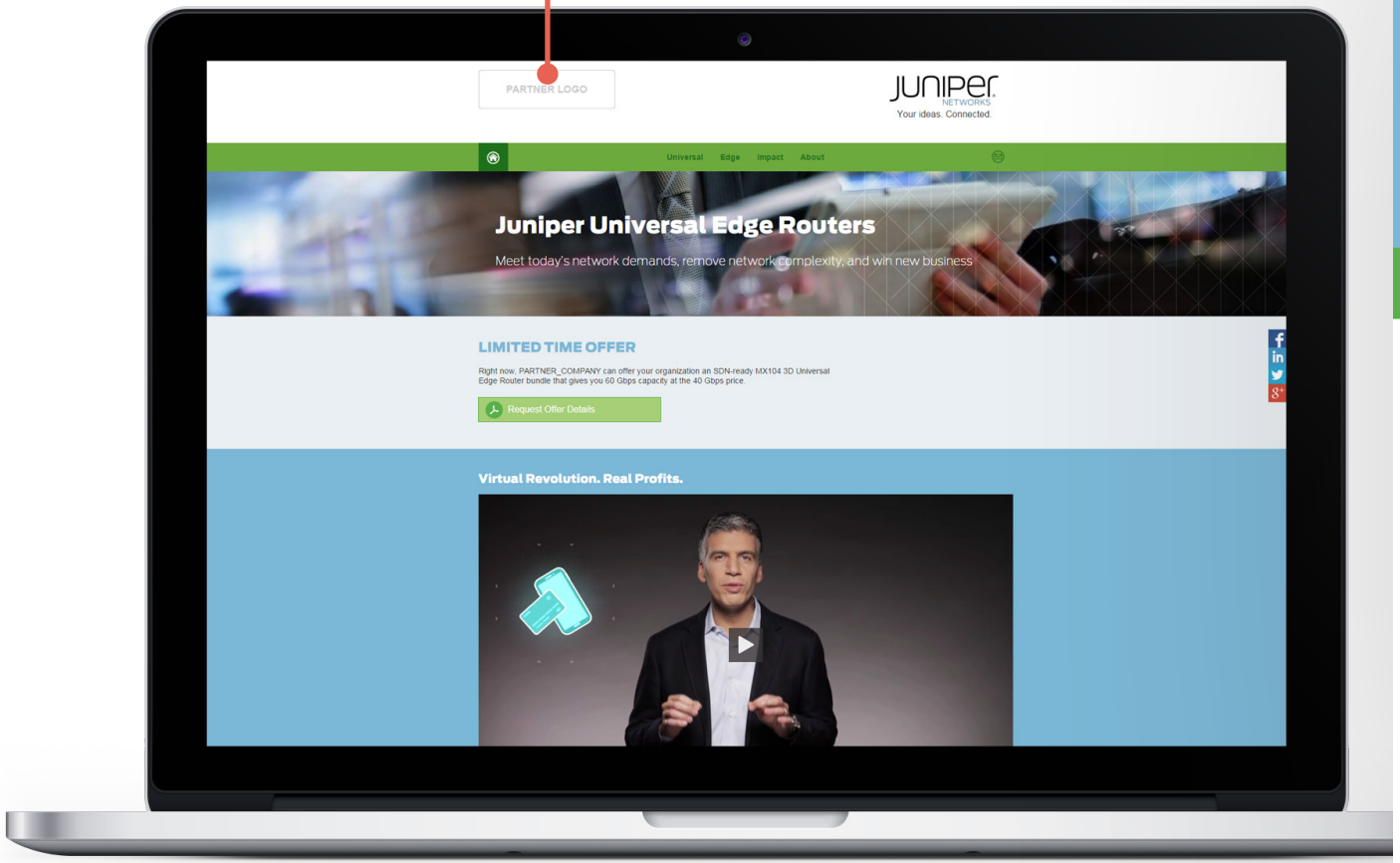
THIS GUIDE PROVIDES ASSISTANCE FOR BUILDING A JUNIPER MARKETING CONCIERGE CAMPAIGN ON A THIRD PARTY PLATFORM.

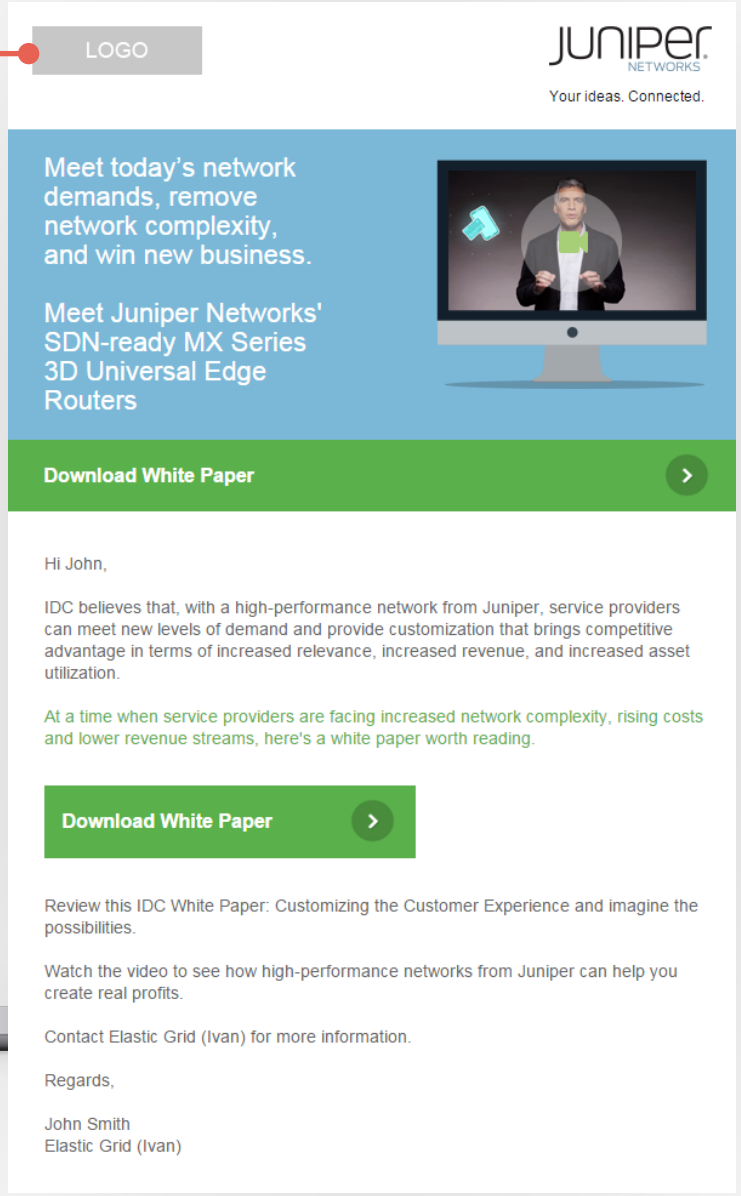
Juniper Marketing Concierge campaign landing pages and emails feature a range of functionality that is automatically integrated with the Juniper Marketing Concierge platform.

Therefore, when integrating a Juniper Marketing Concierge campaign with a third party platform, you will need to manually implement this functionality.



YOUR LOGO





The Juniper Marketing Concierge automatically populates your organization's contact information at the bottom of your campaign landing page and emails.

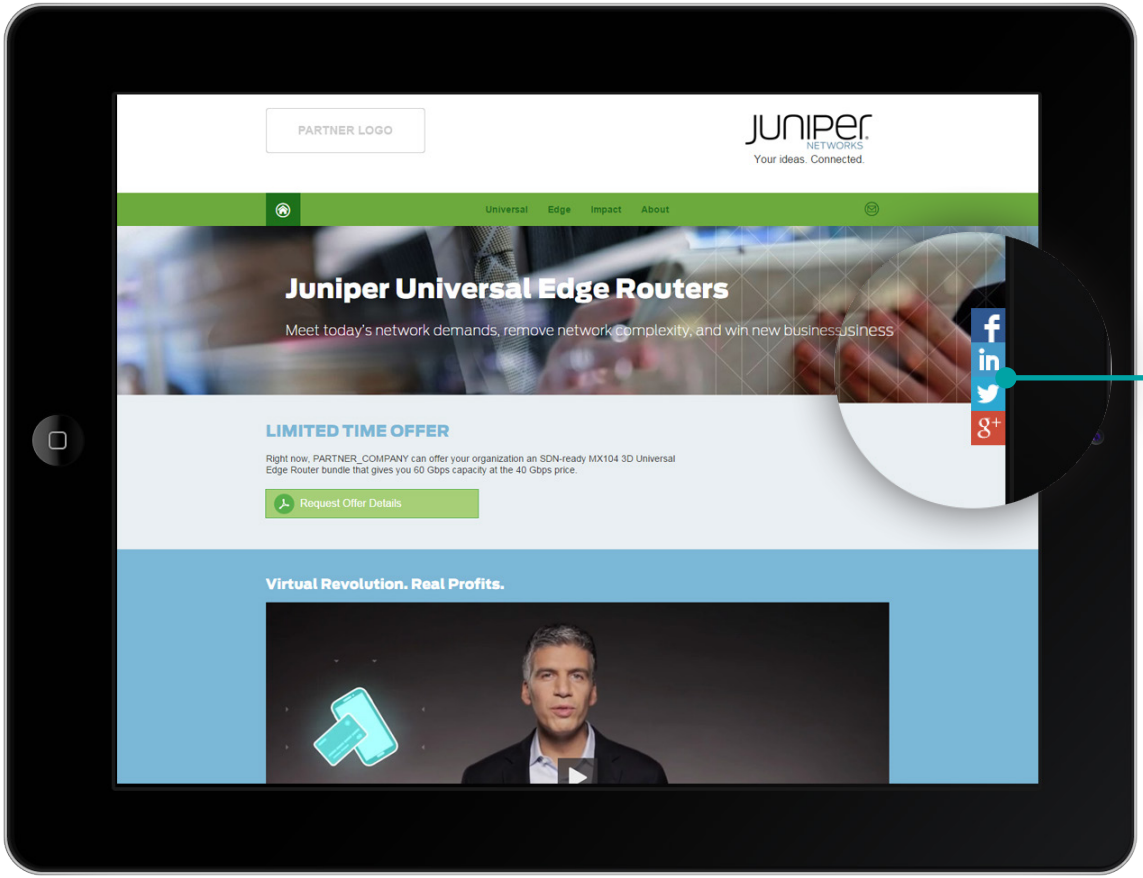
Therefore, when you build your campaign on a third party platform, you will need to upload your logo manually.

SOCIAL MEDIA SHARE FUNCTIONALITY

Juniper Marketing Concierge campaign landing pages feature social media share icons.

When launched on the Juniper Marketing Concierge, the platform automatically integrates editable copy for social media posts from these share icons, allowing your prospects to quickly share a comment along with the link to your co-branded campaign landing page via Facebook, LinkedIn, and Twitter.

Therefore, you will need to manually set up this functionality when you build your landing page on a third party platform.



YOUR ORGANIZATION'S NAME

The Juniper Marketing Concierge automatically integrates your organization's name throughout your landing page. When you build your landing page on a third party platform, you will need to manually include your organization's name in the landing page copy.

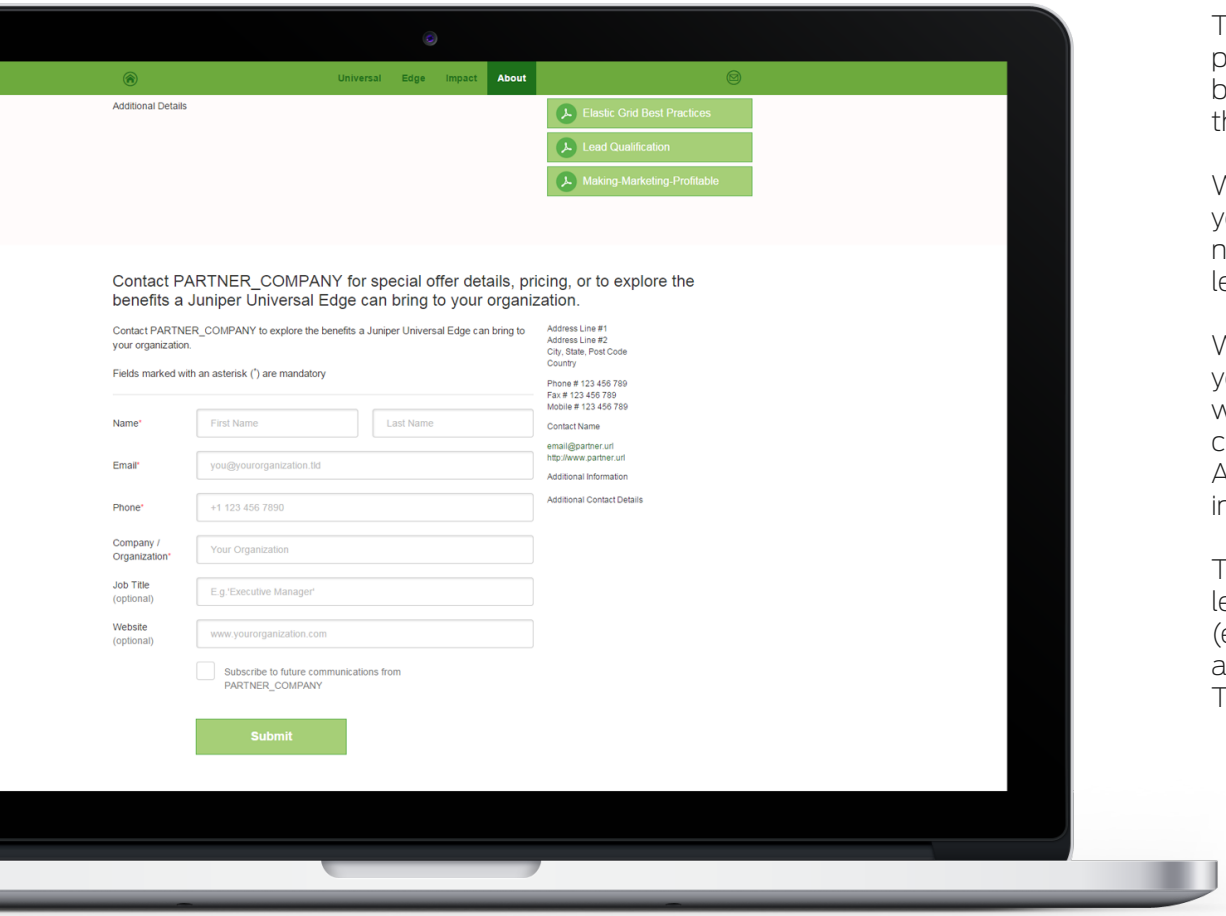
This may require you to edit the copy within the HTML code, or on your WYSIWYG interface.

YOUR CONTACT INFORMATION

The Juniper Marketing Concierge automatically populates your organization's contact information at the bottom of your campaign landing page and emails.

When you build your campaign on a third party platform, you will need to upload this information.

DATA COLLECTION AND ANALYTICS



The Juniper Marketing Concierge automatically collects data from landing page contact forms. These include the main contact form located at the bottom of your landing page, and the pop-up whitespace contact form that appears when a prospect clicks on a Call To Action (CTA) button.

When you integrate your landing page with a third party platform, you will need to set up contact form data collection. You will also need to create any pop-up whitespace contact forms to capture lead data when a prospect clicks on a landing page CTA button.

When you launch a campaign on the Juniper Marketing Concierge you can leverage real-time tracking of your prospect's interactions with your landing page and emails. When a prospect fills out a contact form, the Juniper Marketing Concierge instantly sends a Lead Alert direct to your inbox, and you can easily access all lead contact information and reports in Juniper Marketing Conciergeanalytics.

The Juniper Marketing Concierge can also help you prioritize your leads with lead classification. Prospects that interact with a campaign (e.g click on an email or download an asset from a landing page) are given a lead qualification score based on their level of activity. This allows you to focus on converting high-value leads.